

EEO Marketing Plan



DoD Base, USA

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Command and Leadership



- Lap top slide presentation to senior leader
 - Benefits of EEO
 - Mission Readiness
 - Productivity
 - Morale
 - Costs or Savings

Senior Staff Meeting Briefing

- Weekly updates
- Quarterly Stats and Report
- HOT Items
- “Lessons Learned”
- E-Mail “Heads Up”

JAG and CPO



- Continuous updates and status reports within authorization
- CPO/LMR Relations and status reports within authorization

EEO Counselors



- Monthly updates and training
- Privacy Act and Freedom of Information Act training
- Maintenance/Retention of Records
- Active Marketing Participant

Manager and Supervisor Training

- Personnel Management
- EEO Process
- ADR
- Labor Management Relations Functions
- Sexual Harassment Prevention
- AEP Manager
 - address demographic imbalances in the workforce
 - develop an organization that values diversity



Manager and Supervisor Training

- HEP/HACU Coordinator
 - increase recruitment of qualified hispanics (M&C)
- FWP Manager
 - increase recruitment of qualified women (M&C)
- HBCU Coordinator
 - increase recruitment of qualified blacks (M&C)



Manager and Supervisor Training

- Community Outreach Program
 - Partnership in Education (PIE)
 - improve student's performance to ensure a more
 - productive workforce for the future.
 - Decrease students discipline problems
 - Social responsibility



Workforce Training



- History of Civil Rights
- Affirmative Employment Program
- EEO Complaint Process
- Prevention of Sexual Harassment
- Value Added
- Available Resources

BRIEF History of Civil Rights

- Constitution
- CRA 1866
- CRA 1883
- CRA 1964
- Age Discrimination in Employment 1967
- EEO Act 1972
- Rehabilitation Act of 1973
- CRA 1991

Affirmative Employment Program

- Elimination of discriminatory policies and practices, past and present
- Demographics of workforce
- How we achieve LCLF (SEP, Outreach & recruitment)

EEO Complaint Process



- Informal
 - Time to file
 - Complaint's
 - Rights
 - Responsibilities
 - Resolution
 - Counselor's Responsibilities
- Formal

Prevention of Sexual Harassment

- 1986 - Meritor Savings Bank Vs. Vinson
- 1993 - Harris Vs. Forklift Systems
- Sexual Harassment in the Federal Workplace (MSPB '95)
- Stereotyping/ Sex Role Static

Value Added



- Team concepts
 - equip, assign, step back and turn loose
- Value all team members
 - encourage, support,
 - discipline only when necessary
- Mission Accomplishment
 - Reduced disruptions
 - Money saved
 - Morale

Available Resources



- No one is expected to know everything about everything
- Seek technical assistance and advice
 - Personnel specialist
 - EEO specialist
 - Special program directors
- Additional resources
 - (Possible Team Building Resources)
 - “Gung Ho”, “Who Moved My Cheese”

EEO Website

- EEO Visual Aid
- What is EEO
- Base Level Policies
- How to Process an EEO Complaint
 - Informal
 - Formal
- Metrics

Mediation



- What is Mediation
- Can Mediation Work for You
- Mission
- Goals
- Objective
- Metrics

Training Materials



- Quotes
- Do's and Don'ts Checklists for Counselors
- Do's and Don'ts Checklist for Managers
- Helpful Tapes and Videos
- Training Materials on Diversity
- Training links

EEO Links



- EEO MD 110
- Agencies EEO Instructions
- HQ Agencies EEO Website
- EEOC.gov
- AFI 33-332, Privacy Act Program
- DOD 5400.7R/Air Force Supplement
- AFMAN 37-139, Disposition Schedule

EEO Counselor Required Documents

- Informal
- Formal
- OCI
- EEOC
- Agency